

# Autopart update



mamsoftware

SUMMER 07

## Thumbs up for service

Results from our annual survey reveal that our customers are overwhelmingly satisfied with the level of support they receive from our Support Services department.

Almost all respondents said they were happy with the courtesy and professionalism of MAM staff and the vast majority said staff were willing to help and explained themselves clearly. Customers said they were pleased with improvements made in the last year and many expressed their appreciation for the new extended opening hours.

The results also indicate improvements in the response times of the Support Services department. Compared to previous years, an increasing number of customers are satisfied with the time taken to answer the phone, respond to requests and resolve issues. "Although the results confirm that we're on the right track, we are not complacent and have been examining the survey findings in detail to see where improvements can be made" said Robin Darnell, Director of Support Services. "Over the coming months, we'll use this information to focus our efforts and further enhance the quality of our Support Services".

These improvements are already being implemented, beginning with a number of internal procedures to reduce the number



of callers reaching our answerphone. This figure currently stands at less than 3%, but we hope to reduce this even more. We're also working on improving our customer communications. Last year, we introduced a new support website (see page 5) and e-mail update service, both of which are designed to keep customers informed of the progress of their incident logs. Feedback from current users is very positive and we'll look to encourage widespread use of these services across our entire customer base.

For the full results of the survey, please visit our website at [www.mamsoft.co.uk/survey2007](http://www.mamsoft.co.uk/survey2007)

## Customers keep growing

We're pleased to announce record growth in the number of businesses using our Autopart v20 management application.



In 2006, more than 100 companies installed Autopart v20 to manage their business. Since its launch in 2002, MAM's flagship product has maintained a rapid growth rate and has taken the total number of Autopart users to over 1600.

"We are very proud to achieve this significant increase" said Mike Jamieson, Managing Director. "We've started 2007 on a strong footing, and we are confident of delivering another year of record growth. With a range of new developments and initiatives planned for later this year, we're looking forward to extending the power of our software to even more users".

### In this issue

This newsletter contains helpful information that will help you get the most out of your Autopart system.

#### Autonet online

Sell your parts on the web with our new Autonet Online shopping application. See page 3.

#### Autocat+ v4.0

Autocat+ is continuing its impressive progress with the release of version 4.0. See page 4.

#### EMI+ and CRM

Our new suite of programs help track, analyse and manage client relationships. See page 6.



## More reasons to upgrade to Autopart v20

The latest version of Autopart v20 provides even more new tools and features that make a compelling case for upgrading from earlier versions.

### Advanced customer/supplier notes

With enhanced data storage facilities, Autopart v20 offers additional capacity for the recording of advanced customer and supplier notes.

### Promotion management

Autopart v20 offers comprehensive facilities to manage your sales promotions at point of sale and exploit special offers when purchasing.

### Tyre and workshop functionality

Autopart is now available with specific functionality for managing the wholesale of tyres and the retail fitting of tyres or other components (see page 7).

### EMI+ and CRM

Our new suite of CRM and reporting programs help track, analyse and manage client relationships (see page 6).

### Sales ledger credit control

Autopart v20 provides tighter control over credit accounts by helping to maintain regular telephone contact with debtors.

### Sales rep call management

Autopart v20 helps promote additional sales through regular customer contact by scheduling recurring sales representative visits.

### Parts notes and PDFs

Autopart v20 allows multiple notes and PDFs to be tagged to part numbers. These can be easily accessed at point-of-sale for reference or printing.

### Images at POS

Photos and images can be configured to automatically appear at the point-of-sale in v20, providing a useful visual reference to the item being sold.

### Scheduled daily order processing

Autopart v20 simplifies purchase ordering by scheduling the automatic creation and delivery of suggested replenishment orders.

### Graphical printing

Autopart v20 allows the generation of documents in different formats including PDF, TXT, RTF, HTML, XLS, ZIP and TIF.

### New IBT routines

Autopart v20 contains new options at point-of-sale that allow the delivery and transfer of stock and direct deliveries.

### Autonet Online

Receive internet orders directly into point-of-sale with v20's new Autonet Online sales module (see page 3).

### Multiple cost prices

Autopart v20 can work with multiple cost prices to cater for 'true cost' and 'rebate cost' and can inflate costs to maintain margins.

## Connect to FPS with Autonet

You can now use Autonet to connect to your local FPS or WDS branch and perform live price lookups, availability enquiries and place orders.

Because Autonet FPS connects directly to local branch data, it eliminates the need to phone to confirm details. Instead, live stock and price information is presented directly within Autopart. With a click of a few buttons, products can be selected and ordered for same-day or next-day delivery.



Orders placed through AutonetFPS are confirmed back to the user instantly. If stock isn't immediately available, or the part number is superseded, AutonetFPS will suggest alternatives. Optionally, you can check stock at the Sheffield National Distribution Centre and place orders for next-day delivery. The entire process is conducted in real-time, thereby considerably lowering the time taken to complete an order. Furthermore, because the order doesn't need to be re-entered at the branch, it also helps to minimise potential keying errors.



## Sell your parts on the web with Autonet Online

Autonet Online is a web-based parts catalogue and shopping basket application that integrates directly with Autopart for seamless online trading.

Autonet Online is a fully-featured web-based application that allows you to quickly and easily sell components online to trade or retail customers. It is designed to streamline the sales process by empowering customers to identify and order their own parts. Leveraging the latest Internet technologies, the software enables factors and retailers to receive online orders directly into their branch management software.



### Allmake go online

Allmake Motor Parts in Norfolk is one of the first companies to implement an Autonet Online portal. Peter Baxter, Managing Director said "We are always looking for new ways to satisfy our customers and increase sales. Autonet Online helps us do both by providing customers with an efficient online order process and making our website an active sales tool for the company."

Portal user Kenny Ashton, owner of Ashton Autos said: "I already use the Internet regularly for home and business, so it's great to be able to place my parts orders online whenever I want. The other services are really useful too, especially the ability to access my account online and view my invoices, payments and credit notes."

The web-based application integrates directly with Autopart and shares the same pricing and stock databases. This ensures that trade customers receive their individual prices and that real-time stock levels can be displayed. All orders placed through Autonet Online are automatically and immediately transferred to Autopart for processing.

*"We are always looking for new ways to satisfy our customers and increase sales. Autonet Online helps us do both by providing customers with an efficient online order process and making our website an active sales tool for the company."*

**Peter Baxter - Managing Director  
Allmake Motor Parts Ltd.**

Autonet Online features an intuitive interface that guides users through their purchase. The integrated Autocat+ parts catalogue, which uses VRM for vehicle identification, simplifies the selection process and enables a smooth and efficient transaction.

Users begin by logging in with a secure username and password. Once verified, they are requested to enter a vehicle registration number which VRM lookup uses to identify the vehicle. Users next create a shopping list of the

parts they require. Autonet Online then performs a parts search and returns all the suitable part numbers from the manufacturers you stock. This information is presented with accurate

stock levels and prices individual to the user. In instances where a requested item is unavailable, the application will suggest alternatives.

Users can then refer to product images, illustrations and technical information to ensure the correct fit. Once the selection has been finalised, they proceed to checkout where the sale is completed. Retail customers will be prompted for payment while trade customers will advance straight to completion. The order will then be transmitted directly from the website to Autopart where it arrives as a suspended transaction at point-of-sale, or is automatically processed and a picking note produced.



## No letup in Autocat+ development

Autocat+ is continuing its impressive progress with the release of version 4.0 of the software. This new version includes a host of new features and improvements, many of which have been suggested by users.

The latest version of Autocat+ owes much of its success to its users. Many of the new features and developments implemented in this latest release were formulated at the inaugural 'Autocat+ forum' held in April.

Introduced as part of our commitment to continued development, the forum provides an open environment in which to discuss the operation and development of Autocat+. Attended by a representative cross-section of our customer base, the event proved to be extremely successful and generated a number of new suggestions that have been implemented in this latest release.

"We're absolutely delighted with the response we're getting from users" said Mike Jamieson, Managing Director.

*"Autocat+ is a great help to our business and it continues to get better with each new release. The new version, with its increased screen size and new data fields, is making our job so much easier."*

Paul Gould - Managing Director  
PG. Automotive Ltd.

"The feedback has been fantastic. The suggestions we're receiving are driving the development of the software. Not only is the application advancing, we're also seeing a response from suppliers too. The quality of product data and

frequency of updates are both improving as a direct result of the developments in Autocat+."

"Demand for

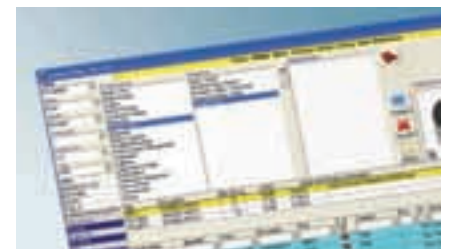
Autocat+ has been tremendous. Since announcing the availability of Autocat+ as a standalone application and as an integrated add-on for Autopart v17 in April, we've been almost overwhelmed with orders".

If you've got any suggestions or comments regarding Autocat+ or any other MAM product, please e-mail [feedback@mamsoft.co.uk](mailto:feedback@mamsoft.co.uk)

## Autocat+ v4.0 features

### Increased screen size

This latest version of Autocat+ is designed to run at a larger screen resolution of 1024px by 768px. This enables the software to display more information on the screen at any one time and has removed the need for scroll bars on some of the controls. As a result, the main parts grid now displays new fields including fuel type, body type, engine capacity, cylinders, cam, valve and transmission.



### Improved data filtering

The introduction of new data columns gives users more fields on which to filter data. Combined with new progressive searching routines, Autocat+ v4.0 helps users to quickly and easily drill down data to find a match. As a result, parts lookups are more accurate, increasing the likelihood of achieving 'first-time-fit'.

### Counter messaging

Autocat+ v4 introduces a new messaging system that enables short text messages to be displayed on every screen within an organisation. Managed from a central location, these messages scroll across the top of every Autocat+ screen, relaying important product, promotional or company information to employees.

## Support opening hours

Monday to Friday	07:00 - 18:00
Saturday	08:30 - 14:30
Sunday	09:00 - 13:00





## Out-of-hours support

Did you know that you can get out-of-hours support by visiting our website at [www.mamsoft.co.uk](http://www.mamsoft.co.uk)?

Recognising that our customers want more than just telephone-based support, we've developed a suite of innovative Web-based tools and applications that provide convenient self-service solutions that can be accessed 24 hours a day.

Located in a dedicated customers-only extranet section of our website, this range of free resources includes animated product tutorials, printable manuals, frequently-asked-questions and software downloads.

In addition, the extranet also includes a new online support system. Using a simple Web browser interface, you can directly access to our own log-tracking system. Once verified, you can use services that were previously only accessible by calling a technical support representative. This includes the ability to retrieve the status of open logs, create new logs or add notes to existing logs.

Access to the extranet and its range of support services is free to MAM customers with a current support and maintenance contract. Users will require a username and password, which can be gained by e-mailing [register@mamsoft.co.uk](mailto:register@mamsoft.co.uk)

## Suppliers update data ASAP

Our new 'Autocat Supplier Assist Programme' (ASAP) enables component suppliers and manufacturers to update and manage their Autocat data more effectively.

The ASAP initiative offers all Autocat contributing suppliers a speedy and effective method of maintaining and updating their catalogue data. ASAP directly links data suppliers with the Autocat data processing team and gives them direct access to their Autocat data.

Suppliers can now view their data online exactly as their customers see it, enabling them to ensure that their data is displayed correctly.

Through a dedicated secure ASAP website, suppliers are provided with a straightforward method for submitting new or amended catalogue data. Latest part applications, new ranges and supplements can be submitted directly to our Autocat data processing team and additions and changes submitted via the Catalogue Amendment Report (CAR) function.

ASAP is an extension of our 'Automate' authoring process, which has already

helped make considerable reductions in the time it takes to publish data to

Autocat+. In some instances, we can now take information 'from supplier to factor' in as little as just two days. In the first half of this year, almost

200 updates a month were published to a wide range of catalogue sections.

As an Autocat+ user, the reduction in data latency ensures that you have access to more up-to-date information. Such enhancements increase the accuracy of parts identification and considerably improve your chances of achieving first-time-fit. Component suppliers benefit too as the quicker turnaround time reduces the time taken to bring new products to market.

We are continuing to work with contributing suppliers to further improve the quality of data available to Autocat+ users. A growing number of suppliers have already realised this potential and are now providing us with improved quality data with greater frequency.



## Do you know where your business is going?

In today's congested aftermarket, it's critical that you know exactly where your business is and where it's going.

Our new EMI+ reporting module can guide your business to increased profitability and improved efficiency. It can pinpoint exactly where your business is, and show you how your products and customers performed along the way. By detecting gaps in buying patterns or isolating sales that are affecting margins, EMI+ can help you avoid profit blackspots and steer your business to success.

### Get the information you want, in the format you want, when you want

EMI+ is a powerful business intelligence module that helps you achieve an accurate assessment of your company's performance. It delivers reliable, up-to-date information needed by managers to respond to challenging conditions and make informed decisions. Combining an intuitive user interface with powerful calculation routines and rich visualisations, EMI+ simplifies the analysis of Key Performance Indicators (KPIs) and helps you develop a deeper understanding of your business.

EMI+ collates information from throughout your organisation, providing a

valuable insight into the factors that most influence performance. Sales, customer, supplier and staff data can all be collected, monitored and assessed from a single interface, making analysis much simpler and less time-consuming.

Customised views, graphs and charts communicate data graphically, making it easier to identify trends and highlight opportunities for improvement. At a glance, you can instantly detect gaps in buying patterns or isolate sales that are affecting margins.

EMI+ is available as a stand-alone Autopart module or as part of the new Autopart CRM suite (see opposite).

## Build stronger business relationships

The evolving Autopart CRM suite is a collection of programs and modules designed to help you track, analyse and manage your client relationships.



Autopart CRM combines new developments with existing functionality to create a comprehensive package capable of addressing the problems of dealing with customers on a day-to-day basis. By recognising the value of customers and understanding their individual needs, Autopart CRM will help your businesses realise its full sales potential.

Data captured from sales and customer activity is analysed and used to improve customer service and promote additional sales. This is achieved through simple functionality such as point-of-sale prompts or through dedicated routines such as call scheduling and mail-merge.

## Keep cool this summer

If the forecasts come true this summer, your servers may struggle to stay cool. If your hardware begins to overheat to critical levels, it can lead to a reduction in performance and reliability, or in extreme cases, complete failure and loss of data. To prevent such problems, adequate ventilation and air conditioning should be utilised to maintain a temperature of 20°C-25°C. Some of our Fujitsu Siemens Primergy servers can assist temperature monitoring by automatically sending e-mail alerts when tolerances are exceeded.



## Reduce overstocks with stock levelling

Stock levelling is an important feature of Autopart v20 that helps maintain inventory on a perpetual basis.



Stock Levelling examines stock levels throughout the entire branch network, identifying overstocks and matching them to understocks. Run prior to the creation of suggested orders, the system will make recommendations for the transfer of stock between branches and will create the necessary purchase or transfer documents. In addition to the obvious benefit of reducing overstocks, stock levelling helps minimise expenditure by sourcing goods internally.

Stock levelling offers a number of flexible configuration options, including:

- Only move items above a certain value
- Exclude selected groups, ranges, suppliers or CIs
- Move items where stock is above min (rather than max)
- Level safety stock at central branch, rather than overstock
- Select order of preference for stock to be levelled
- Set up warehouses, separate distribution points and regions

## Autopart for the tyre industry

Two new editions of Autopart cater for tyre distributors and fast-fit chains.

Autopart is now available with specific functionality for managing the wholesale of tyres and the retail fitting of tyres or other components. These new developments integrate seamlessly with the core Autopart software to create a truly integrated application.

New point-of-sale screens provide full workshop management functionality directly within Autopart. Designed specifically for use in a retail fast-fit environment, the 'quote-job-invoice' (QJI) workflow simplifies the sales process and helps promote good customer service. Jobs can be assigned to specific technicians or bays and work histories are automatically recorded for future reference. Functions such as electronic catalogue, parts stock management and workshop diary are all directly accessible from point-of-sale,

thereby providing counter staff with the necessary information to conduct a smooth and efficient transaction.

Autopart's new tyre wholesale screens provide dedicated support for

*"The key to our success is providing good customer service and increasing operational efficiency. Autopart, with its point-of-sale simplicity and back-end processing power, helps us achieve both these goals".*

Paul Glencross - Group Chairman  
Formula One Autocentres  
(use Autopart in 45 branches)

tyre distribution operations. This new software has been designed in conjunction with industry experts and features a number of new facilities to simplify and streamline point-of-

sale. It includes a new search routine that identifies tyres by their size rather than their part number. This affords the user tremendous flexibility when specifying tyres at either the point-of-sale or when purchasing stock. For any given tyre size, the user is instantly presented with information regarding the various brands stocked, the current availability and the current price.

## MAM make a PACT

PACT is a collaboration between eparts, TecCom and MAM Software that makes electronic trading accessible to all aftermarket businesses. It means that users of Autopart can communicate and trade electronically with all of their suppliers, regardless of the protocols employed. Support for PACT is provided through our Autonet connectivity suite, which is essentially a translator that enables Autopart to communicate directly with TecCom and eparts enabled suppliers. Autonet ensures compatibility between the once competing standards and therefore eliminates the need to pay multiple vendors for similar services.



## MAM on the road

Throughout 2007, MAM is attending a number of shows and exhibitions, giving visitors the opportunity to experience and evaluate our software at first hand.

“Our reason for exhibiting isn’t just to promote our products to prospective users, it’s also to give our existing customers an opportunity to meet with us personally”

explained Gareth Flower, Marketing Manager.

“Constructing and manning stands can be expensive - both in terms of time and money - but

they play an important role in building and maintaining relationships with our customers and prospects”.

Already this year we’ve made two successful appearances at recent trade events in Birmingham and Manchester.

The Automotive Trade Show, which was held in April at the NEC, Birmingham, provided an excellent opportunity to exhibit our software to a wide aftermarket audience. As the only provider of factor management solutions

in attendance, our participation at the show was especially effective. We had lots of interest in our complete range of products, but our new reporting tool,

EMI+ (see page 6) and the new release of Autocat+ (see page 4) received the most enquiries.

Our attendance at the Brityrex show, held in May at the

G-MEX in Manchester, was our debut at a dedicated tyre industry event. Having spent several months on continued software development and testing, Autopart’s new tyre functionality (see page 7) was well received and we are beginning to reap dividends from the contacts we made at the show.

Although these events have now passed, there are additional opportunities to meet with MAM later in the year.

Please see <http://www.mamsoft.co.uk/exhibitions> for a full schedule.

Automotive Trade Show	24 - 26 Apr
Brityrex	1 - 3 May
A1MS Trade Show and Convention	13 - 16 Sept
GAU Conference	21 Sept
CAAR Convention	11 - 15 Oct
Interbuild	28 Oct - 1 Nov

## Supplier focus



Founded in 1999, Fujitsu Siemens Computers is Europe’s largest IT manufacturer. Serving the needs of large corporations, small and medium sized companies and consumers, the company offers one of the world’s most complete IT product portfolios.

With its unique combination of component quality, excellent design and unparalleled service, Fujitsu Siemens is the ideal hardware supplier for our business-critical applications. As an approved partner, MAM Software is committed to delivering its solutions on Fujitsu Siemens hardware, confident in its ability to perform under the demands of today’s businesses.

Please contact our sales team on 0870 766 7012 or e-mail [sales@mamsoft.co.uk](mailto:sales@mamsoft.co.uk) for further information on any of the articles featured in this newsletter